

ABSTRACT

Linking multiple identities from a single service includes for a user of a single service having multiple identities within the single service, authenticating a primary identity having a first buddy list associated with an account, authenticating a secondary identity having a
5 second buddy list associated with the account, and creating an association between the primary identity and the secondary identity, where the primary identity and the secondary identity simultaneously share a common graphical user interface such that the primary identity interacts with the first buddy list and the secondary identity interacts with the second
10 buddy list using the common graphical user interface.

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